

### AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

#### Listing of Claims:

1. (Currently Amended) In a ~~computing system~~ computer that stores contact information and that runs one or more applications~~that is in communication with at least one application~~, a method for controlling how the contact information is provided to the one or more applications, the method comprising:

detecting a request from an application that is running on the computer for contact information corresponding to a particular user that is logged on to the computer;

upon detecting the request and prior to providing the application with contact information,

determining whether the application is authorized to access the contact information, and

upon determining that the application is authorized to access the contact information, identifying available contact personas associated with the particular user, each of the contact personas comprising contact information about the user;

after detecting the request and prior to providing the application with the requested contact information, informing the user that the application is seeking certain contact information by ~~at least~~ presenting to the user a list of a plurality of selectable contact personas that are each associated with the user and that each contain different contact information about the user, and presenting to the user a privacy value proposition to inform the user how the application will use the contact information;

receiving a user selection of a contact persona from the list of the plurality of contact personas, wherein the user selection of the contact persona grants access to the application to access the selected contact persona;

determining an appropriate format in which the contact information corresponding to the selected contact persona is to be presented to the application; and

providing the application with the contact information corresponding to the selected contact persona.

2. (Canceled)

3. (Previously Presented) A method as recited in claim 1, further comprising:  
after having detected the request for contact information from an application and after having informed the user that the application is seeking certain contact information, requiring the user to explicitly approve transmission of contact information.

4-5. (Canceled)

6. (Previously Presented) A method as recited in claim 1, wherein the corresponding contact information to be provided to the application constitutes a subset of the available contact information associated with the selected contact persona.

7. (Previously Presented) A method as recited in claim 6, wherein the subset of the available contact information to be provided to the application is selected based on the intended use of the contact information.

8-9. (Canceled)

10. (Previously Presented) A method as recited in claim 1, wherein whether the application is authorized to access the contact information is determined based upon one or more authorizations provided in an access control list of the computing system.

11-12. (Canceled)

13. (Original) A method as recited in claim 1, wherein the requested contact information includes at least one of a name and an address.

14. (Previously Presented) A method as recited in claim 1, wherein the contact information corresponding to a first contact persona differs from the contact information corresponding to a second contact persona even though the first and second contact personas both correspond to the user.

15. (Currently Amended) In a ~~computing system that is in communication with at least one application~~computer that stores contact information and that runs one or more applications, a method for controlling how the contact information is provided to the one or more applications, the method comprising:

in response to a request for contact information by an application that is running on the computer and prior to providing contact information to the application,

informing the user that is logged on to the computer that the application is seeking certain contact information, ~~and by at least~~ by providing an interface object which, when selected, displays a list of a plurality of individually listed and selectable contact personas that are each associated with the user, and

in response to the user selecting the interface object, displaying the plurality of contact personas and one or more privacy policies of the application that specify at least one of how and when the contact information will be used by the application, and allowing the user to select one of the contact personas for which corresponding contact information is to be provided to the application, wherein the corresponding contact information for a first contact persona in the displayed list of contact personas differs from the contact information for a second contact persona in the list of contact personas, even though the first and second contact personas are both associated with the user;

in response to receiving a user selection of a particular contact persona from the list of contact personas, displaying the contact information corresponding to the selected contact persona;

enabling the user to modify the contact information corresponding to the selected contact persona; and

upon the user approving the respective contact information, providing the contact information corresponding to the selected contact persona to the application.

16. (Previously Presented) A method as recited in claim 15, wherein the plurality of listed and selectable contact personas includes at least a business persona, a personal persona, and an anonymous persona.

17-19. (Canceled)

20. (Original) A method as recited in claim 15, wherein the requested contact information includes at least one of a name and an address.

21. (Canceled)

22. (Currently Amended) A computer program product for use in a ~~computing system that is in communication with at least one application~~computer that stores contact information and that runs one or more applications, the computer program product comprising one or more computer-readable storage media having stored computer-executable instructions for implementing the method recited in claim 1.

23. (Canceled)

24. (Previously Presented) A computer program product as recited in claim 22, further comprising:

after having received the request for contact information from an application and after having informed the user that the application is seeking certain contact information, requiring the user to explicitly approve the transmission of contact information.

25-26. (Canceled)

27. (Previously Presented) A computer program product as recited in claim 22, wherein the corresponding contact information to be provided to the application constitutes a subset of the available contact information associated with the selected contact persona.

28. (Previously Presented) A computer program product as recited in claim 27, wherein the subset of the available contact information to be provided to the application is selected based on the intended use of the contact information.

29-30. (Canceled)

31. (Previously Presented) A computer program product as recited in claim 22, wherein whether the application is authorized to access the contact information is determined based upon one or more authorizations provided in an access control list of the computing system.

32-33. (Canceled)

34. (Original) A computer program product as recited in claim 22, wherein the requested contact information includes at least one of a name and an address.

35. (Previously Presented) A computer program product as recited in claim 22, wherein the contact information corresponding to a first contact persona differs from the contact information corresponding to a second contact persona, even though the first and second contact personas both correspond to the same entity.

36. (Currently Amended) A computer program product for use in a ~~computing system that is in communication with at least one application~~computer that stores contact information and that runs one or more applications, the computer program product comprising one or more computer-readable storage media having stored computer-executable instructions for implementing the method recited in claim 15.

37. (Previously Presented) A computer program product as recited in claim 36, wherein the plurality of listed and selectable contact personas includes at least a business persona, a personal persona, and an anonymous persona.

38-41. (Canceled)

42. (Previously Presented) A method as recited in claim 15, wherein the plurality of listed and selectable contact personas also includes an e-commerce persona.

43. (Previously Presented) A computer program product as recited in claim 36, wherein the plurality of listed and selectable contact personas also includes an e-commerce persona.

44. (Canceled)

45. (Previously Presented) The method recited in claim 1, wherein the method further includes displaying a graphical user interface object within an application interface associated with the application requesting the contact information, the graphical user interface object comprising a selectable object which, when selected by the user, displays the list comprising the plurality of selectable contact personas that are each associated with the user and that each contain different contact information about the user.